

Message Text

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SUBJECT: FY'77 TRADE PROMOTION PROGRAM -- PROPOSED MACHINE
TOOL EXHIBITION

REF : STATE 035473 OF 2/15/75

1. POST AGREES WITH COMMERCE/NMTBA THAT A MAJOR MACHINE TOOL EXHIBITION WOULD BE A VIABLE THEME FOR A TRADE PROMOTION EVENT IN THE FAR EAST. OFF-SITE EXHIBITION APPROPRIATE TO ACCOMMODATE LARGE AND HEAVY EQUIPMENT RELATED TO MACHINE TOOL INDUSTRY AND POST WELCOMES OPPORTUNITY TO STAGE THE EXHIBITION.

2. STAGING SUBJECT EXHIBITION PRIOR TO "DOUBLE TEN" HOLIDAY WILL NOT NECESSARILY ATTRACT A SIGNIFICANT NUMBER OF POTENTIAL BUYERS FROM OTHER FAR EAST COUNTRIES. HOWEVER, CLOSE COORDINATION WITH OTHER EA POSTS FOR DISTRIBUTION OF CATALOGS AND OTHER PROMOTIONAL MATERIALS SHOULD FACILITATE ATTRACTING SOME ADDITIONAL ATTENDEES.

3. POST HAS LOCATED SITE CAPABLE OF ACCOMMODATING 30-40 PARTICIPANTS EXHIBITION. TTC HAS ALREADY PLACED OPTION (AT NO COST) ON THE INTERNATIONAL HOUSE OF TAIPEI. CITY OF TAIPEI PROPOSES TO BUILD NEW GYNASIMUM SUITABLE FOR SUCH EXHIBITION AT FORMER "AMPRO" SITE. WE EXPECT THIS PROJECT TO BE COMPLETED WITHIN 12-18 MONTHS. TTC NOW ATTEMPTING TO SECURE FLOOR PLAN WITH THOUGHT THAT NEW GYNASIMUM, ONLY FOUR BLOCKS FROM TC,
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IS EXCELLENT POTENTIAL SITE FOR SUBJECT EXHIBITION.

4. THERE IS ALSO POSSIBILITY OF SOLICITING COOPERATION OF THE NATIONAL SCIENCE COUNCIL OF THE ROC AND PURDUE UNIVERSITY, SPONSORS OF THE NOW CANCELLED "INTERNATIONAL PRODUCTIVITY SYMPOSIUM". POST WILL EXPLORE POTENTIALS FOR COOPERATION.

5. IN ITS CONTRIBUTIONS TO FY'77 CCP, POST RECOMMENDED AS MACHINE TOOLS EXHIBITION BE STAGED OCTOBER, 1976. AN IDEAL TIME WOULD BE OCTOBER 4-8, 1976 JUST PRIOR TO "DOUBLE TEN" HOLIDAY. PREPARATORY PLANS AND SCHEDULING ARE ALSO INCLUDED WITH FY'77 CCP RECOMMENDATION. IN VIEW OF RAPID RATE OF GROWTH OF TOTAL IMPORTS OF MACHINE TOOLS INTO ROC (1973 - US\$16 MILLION; JAN-NOV; 1974 US\$31 MILLION) AS WELL AS EXPECTED UPTURN IN ROC INDUSTRIAL PRODUCTION IN LATE 1975, SCHEDULING SUBJECT EXHIB CXON AS EARLY AS OCTOBER, 1976 WOULD ALLOW U.S. MANUFACTURERS A MORE COMPETITIVE POSITION VIS-A-VIS JAPANESE AND WEST GERMAN SUPPLIERS. OCTOBER 1976 SHOW DATE WELL WITHIN 15 MONTHS LEAD TIME SPECIFIED BY NMTBA TO SUPPORT PROCUREMENT OF THE EVENT. HOWEVER, IF OCTOBER 1976 SCHEDULING IMPOSSIBLE, THEN EARLIEST CONVENIENT DATE THEREAFTER IS RECOMMENDED FOR A POTENTIALLY SUCCESSFUL EXHIBITION.
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